

Retirement Announcement

By Kamala Kirk, Apr 14, 2022



Linda Greenberg, executive director of the Santa Monica Education Foundation, is retiring after 28 years of service.

Photo credit: Julie Sterling Photography

Santa Monica Education Foundation's executive director steps down after 28 years

Linda Greenberg, the longtime executive director of Santa Monica Education Foundation (SMEF), announced her plans to retire after 28 years of service.

Under Greenberg's leadership, SMEF has substantially grown in many different areas. She has overseen SMEF's evolution from a nascent organization raising less than \$100,000 per year to a mature nonprofit with an annual operating budget of more than \$3.2 million. SMEF now provides vital funding each year for educational and extracurricular personnel and programs to benefit every student in Santa Monica public schools, generated through annual fundraising campaigns and endowment earnings.

"It has truly been a gift to have a leader like Linda at the helm for so many years," said board president Alison Havel. "Her passion and dedication inspire all of us who work to support the Ed Foundation's mission. Linda's record of accomplishments with the Ed Foundation is remarkable and we owe her a debt of gratitude for all she has done to support Santa Monica public schools."

Greenberg served as board president when SMEF launched the Bells and Books of Knowledge campaign in 1998 that raised \$1 million for the Academic Endowment. That was followed in the early 2000s by the For the Arts campaign, which raised \$2 million for SMEF's Arts Endowment, a fund that now provides more than \$150,000 annually in support of visual and performing arts programs.

When a state budget crisis resulted in potential cuts to personnel and programs, Greenberg was at the forefront of the Save Our Schools campaign, working with volunteer leaders to mount an emergency effort that raised \$1.6 million in 60 days.

Most recently, Greenberg has guided SMEF through the challenges of fundraising during a pandemic, helping to ensure that staff and programs would remain in place despite the move to remote instruction. With the support of SMEF staff and the Board, she also raised funds to meet the needs of those most vulnerable during the pandemic, including tutoring services for the district's economically disadvantaged

students and homeless and foster youth. She has also helped set the stage for a future Athletics Endowment campaign.

Greenberg's specific retirement date has yet to be finalized, as she has committed to remain in her role as the Ed Foundation Board launches a search for her eventual successor.

"We are so grateful that Linda's commitment to the Ed Foundation continues even as she plans to retire," Havel added. "By remaining aboard as we launch our search, she affords us the opportunity to ensure a thoughtful, inclusive and diligent process to identify the next executive director...First and foremost, we cannot thank Linda enough for all she has done for our schools and our community over the years. We know she will remain a vital and passionate advocate for Santa Monica public schools, and we look forward to honoring and celebrating her career and litany of achievements in the near future."

Santa Monica Education Foundation

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